



MINORITY SUCCESS STORIES

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NEWSLETTER

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MAKING IT!

AMERICA'S MOST LAUDED SMALL BUSINESS TV SHOW

VOLUME 18, No. 1

WINTER 2007

The More Things Change...

by Nelson Davis nelson@MakingItTV.com

While watching the 2007 edition of that great American excuse for a food-fest, the Super Bowl, I was reminded of a bowl telecast moment from twenty three years ago. During the 1984 SuperBowl broadcast, a landmark TV commercial aired for Apple Computer to announce their newest paradigm altering creation, the McIntosh line of computers. In the intervening years that spot which spoofed the "big brother" aspects of George Orwell's novel "1984" has been hailed as one of the most brilliant commercials ever. Many people remember the imagery but I find the words most interesting. "Today we celebrate the first glorious anniversary of the Information Purification Directives. We have created, for the first time in all history, a garden of pure ideology where each worker may bloom secure from the pests of contradictory and confusing truths." I'd call that amusing and confusing double speak.

Seeing those words on paper now reminds me that they were just as confusing as a lot of what we hear today regarding "new media", "legacy operations" and "the shifting business landscape." To most of this I say that it is a case of talking enthusiastically about the shiny new bottles but what they must hold is old wine. Sure, people are getting their news in different ways, web sites are proliferating like mushrooms after the rain and many of us feel we are drowning in new technical device overload. One hundred and twenty five years ago the transformative technology was the telephone and fifty-five years ago, it was television. In fact many pundits predicted that TV would kill off radio

and the movies.

Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it.

George Orwell

New media really means new ways of delivering information and sales messages but the fundamental paradigm hasn't changed, it is still the "old wine" of investment, revenue, profits and losses. Yes you do need to be digital and your messages have to fascinate, inspire and educate those who you want to influence, the same requirements for success as in 1907. They have to make an emotional connection with a consumer who is free to purchase your offering. Though the very first ad-marketing messages may have been painted on cave walls, we can easily track the more recent timeline for newspaper, telephone, motion pictures, radio, TV and now the internet. It is true that the popular pathway for your message to reach its target seems to be reinvented about every fifty years! Most likely the Internet is now the new standard that will be supported by all the other forms of traditional media.

There are some ideas so wrong that only a very intelligent person could believe in them.

George Orwell

So, don't be intimidated by the new jargon that you don't yet fully understand or by the young guru that tells you that everything about the way you

do business must change before the end of the year if you are to survive! Yes, your content must be well thought out and match the new delivery systems. Of course clever ideas, showmanship and creativity will help separate you from the plodding crowd. The human yearning for having dreams fueled, for tribal inclusiveness, and survival haven't really changed since flint was a high tech tool. No matter what the bottle looks like, the rules for making great wine haven't changed.



INSIDE THIS ISSUE:

| | |
|---|--------|
| Bits N' Bites | Page 2 |
| Secrets of a Sorority Sister | Page 2 |
| Small Business Entrepreneurs : 10-Year Forecast | Page 2 |
| Women-Owned Businesses | Page 3 |
| Secrets of Success | Page 3 |
| Upcoming Shows | Page 3 |
| Where Can You See MI? | Page 4 |
| MAKING IT! Digest | Insert |

The 'MAKING IT!' Newsletter can now be seen online & downloaded at www.MakingItTV.com



**18 Years of
MAKING IT!**

ROO Group

A fast moving stream! ROO Group, a publicly traded company has signed a video licensing deal with Nelson Davis Productions for small business content to be streamed on the Internet. Robert Petty, CEO and Dan Rosen, VP of Business Affairs see great value in the Making It! video library which contains over 1000 interviews with small business owners. Some of those stories will now be seen on a variety of web sites that are targeted to entrepreneurs.

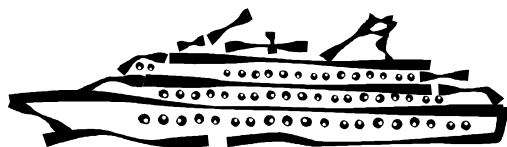


Our Game Face

Like amateur talent shows (American Idol for example) game shows have been returning to several television networks after a long drought. Nelson Davis has been meeting with several



Welcome Aboard! Nelson Davis



Do you imagine your life fun, exciting full-filling and prosperous? Looking for a fresh new direction that will lead you to your dreams or goals? Now is the time to take the step that will change your life forever. Join Nelson Davis from January 18 –36, 2008, as he sets sail from Fort Lauderdale (Everglades) into the crystal clear waters of the Western Caribbean aboard the Carnival Miracle. Nelson Davis along with Pamela Harper, Brandt Morgan and Jennifer Williams Strigle will give seminars on the Purpose of life and Prosperity.

Secrets of a Sorority Sister

By: Jaclyn Jimenez

I'm sure you have heard the negatives of fraternities and sororities; hazing, binge drinking and of course paying for friends. As a member of a national fraternity, I am here to dispel these common stereotypes and shed a new light on the Greek system. Imagine that being a part of one of these organizations could teach you life lessons including, but not limited to, ethics, leadership, teamwork and networking. These are all valuable skills that are important to being a successful businessperson.

You may think that ethics is the furthest thing on the minds of college students, but in sororities and fraternities this is not the case. Many Greek organizations hold high standards for their members and this is often exemplified by their motto. It can be as simple as my fraternity's motto to "Do Good." This is an ideal that we try to bring into every aspect of our lives, from sisterhood events to doing service. Not only is there a high premium on being ethical, but it is something that will set you apart from the others in the business world.

Greek organizations are run like small business. With so many different departments there are numerous opportunities for leadership positions. Not only do these leadership roles give people the opportunity to gain real life experiences, but there is a variety of roles that can fit almost anyone's interest. Leadership roles vary from finance to public relations and even planning events. These positions allow people to get a feel of

how to deal with large budgets, signing contracts, planning presentations and the list goes on. Leadership positions offer an experience that is valuable in the business world and it shows how one is able to work well as a member of a team.

Networking has to be one of the best things that can come out of a Greek organization, of course after the bonds of sisterhood and brotherhood. There are so many different types of Greek organizations, they vary from cultural to educational. You are able to meet so many people that have been a part of your Greek organization that you inevitably find people of all backgrounds and experiences that can help you in some part of your life, whether it be personal or professional. You share a bond with anyone who wears your letters. You can meet someone for the first time and if they share the same Greek affiliation you automatically know a lot about the character of that person. I have received e-mails from sorority sister across the nation asking for support in endeavors that they are a part of; without hesitation, I vote for them, give a donation or simply spread the word. If the connections are well developed, the networking opportunities are endless.

Fraternities and sororities have changed and continue to change the lives of many people. The Greek community offers more than just a social outlet, it provides young adults skills that give them an advantage in the real world.

Small Business Entrepreneurs: 10-Year Forecast

By: Brenda Victoria Castillo

What does a 60 year old throwing away their rocking chair and mummies conducting a juggling act have in common? The facts might surprise you. They are included in the most diverse pool of entrepreneurs -- 10 year forecast.

Small businesses create 70% of new jobs in the U.S., and employ nearly 75% of the private sector workforce. Considering the direct effect small business owners have on the economy, insight into entrepreneurs of the future is essential.

So how will the small business entrepreneur look like in 2017? According to the Intuit and Institute for the Future recent research findings, small business entrepreneurs are going to be older, younger, more feminine, and more global. I can't help to point out that this description reflects the entrepreneurs that we profile on our weekly Making It! Minority Success Stories show.

The report identifies three major trends: the changing face of small business, the rise of personal business and the emergence of entrepreneurial education. Those trends led to five major findings:



Photo courtesy of: IFTF

- Entrepreneurs will no longer come predominantly from the middle of the age spectrum, but instead from the edges. People nearing retirement and their children just entering the job

(Continued on page 4)

Women-Owned Businesses: Making It! Showcases Women Entrepreneurs in Month of March



The center for Women's Business Research has announced its biennial update of state and metro area figures for women-owned businesses. Drawing on the most recently available U.S. Census data, the research projects that numbers to 2006 and provides the most comprehensive statistical snapshot of today's 7.7 million majority women-owned firms - businesses that are 50% or more women-owned. The data released by the Center looks at the impact of these firms in individual states, regions and metropolitan areas.

"Between 1997 and 2006, the performance of majority women-owned firms outpaced the economy as a whole," said Marjorie Alfus, chair, Center for Women's Business Research. "Their growth in sales and employees was modest, 4.4% and 0.4% respectively, but surpassed that of all privately-held firms, which had negative growth (declines of 1% in sales and 1.2% in employees). Women-owned firms continues growing in number at nearly twice the rate of all firms, 42% compared to 23% for all firms."

The top state of majority women-owned firms is California. The rank is based on a combination of the number of firms, sales, and employees. For more information on the Center for Women's Business Research, log on to www.womenbusinessresearch.org.

To commemorate Women's History Month, Making It!, will be highlighting women entrepreneurs on it's show beginning March 4 on KTLA5. Take a look below for upcoming shows profiling extraordinary women doing extraordinary things.

See video segments of the show on the web at www.MakingItTV.com

A LOOK AT UPCOMING SHOWS

Cynthia Tucker's passion for owning a business comes from a long line of family entrepreneurs. With all of this influence and experience among entrepreneurs in her family, it was only fitting she follow in her family's footsteps. Ladybug Productions is a company that specializes in the planning and coordination of social events. The company has a list of vendors it works with to help coordinate the functions.



Cynthia Tucker
Ladybug Productions Owner

Shani Chen started her business in 1999, six months after she arrived in LA in hopes of pursuing a career as a television writer. She says "necessity bred invention" because she suffered a case of severe dermatitis because of the dramatic change in climate. She decided to experiment and develop a salve to rub on her skin if her dermatitis ever came back, but it never did. She started hand-making her body care line on the side after work for friends and family.



Shani Chen
Oshune Body Care Owner

CUT OUT FOR YOUR FRIDGE!

Secrets of Success

"Difficulties increase the nearer we approach our goal."
- Johann Von Goethe, Philosopher

"As I often remind our analysts," he writes, "100% of the information you have about a company represents the past, and 100% of the value depends on the future." - Bill Miller-Hedge Fund President

"There is only one time when it is essential to awaken. That time is now."
- Buddha

See *"Secrets of Success"*
Streaming Video at:
www.MakingItTV.com



MAKING IT! is California's #1 Small Business TV Show

LOS ANGELES

KTLA - Ch. 5

Sundays 6:30 am

SAN DIEGO

KSWB - Ch. 5

Sundays 5:30 am

SACRAMENTO

KSPX - Ch. 29

Saturdays 6:30 am

SAN FRANCISCO

KKPX - Ch. 16

Saturdays 6:30 am

(Continued from page 2) **10-Year Forecast**

market will set the bar as the most entrepreneurial generation ever.

- American entrepreneurship will reflect a huge upswing in the number of women. The glass ceiling that has limited women's growth in traditional corporate career paths will send a rich talent pool to the small business sector.
- Immigrant entrepreneurs will drive a new wave of globalization. U.S. immigration policy and the outcome of the current immigration debates will affect how this segment performs over the next decade.
- Contract workers, accidental and social entrepreneurs will fuel a proliferation of personal businesses. Economic, social and technological change – and an increased interest in flexible work schedules – will produce a more independent workforce seeking a better work-life balance.

- Entrepreneurship will be a widely adopted curriculum at educational, trade and vocational institutions. As a result, artists, musicians and others not traditionally exposed to business education will learn not just their trade but small-business management skills as well.

"The next decade will see small and personal businesses become increasingly important sources of employment, economic growth and innovation," said Steve King, senior advisor at the Institute for the Future and study co-author.

"Leading small and personal businesses will be a diverse group of Americans, including young adults — even teens, women, immigrants and aging baby boomers."

The Institute for the Future research study took over six months. They did 9,500 interviews with small-business owners, university professors and teachers in entrepreneurship programs, authors and bloggers who write about small business, and Intuit business leaders. For a complete report visit www.intuit.com/futureofsmallbusiness.

Nelson Davis TV Productions has been featuring inspiring small business entrepreneurs on Making It! for more than 17 years. To view streaming video profiling small business owners long onto www.makingitTV.com



Nelson Davis
Executive Producer
Brenda Victoria Castillo
Marketing Manager
Marcia Campbell
Senior Producer
Joetta DiBella
Senior Producer
Jaclyn Jimenez
Marketing Assistant

MAKING IT! NEWSLETTER

VOLUME 18, No. 1

WINTER 2007

'MAKING IT!' MINORITY SUCCESS STORIES

NELSON DAVIS TELEVISION PRODUCTIONS

5800 Sunset Boulevard • Los Angeles, CA 90028

Ph. (323) 460-5253 • Fax (323) 460-3907

Email: info@MakingItTV.com

Website: www.MakingItTV.com

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18 YEARS OF

